

# 1. Background and Vision

Shropshire Council's Site Allocation and Management of Development (SAMDev) Plan identified a potential for 1600 dwellings within the Shifnal Area Plan, for development between 2006-2026.

Therefore a Transport Strategy for Shifnal is being developed to manage the growth of vehicular and sustainable travel within the town.

## What you said

A public consultation event in 2014 was undertaken to gain feedback on traffic management options for Shifnal. No strong opinion was demonstrated for any of the options presented. However there was significant local interest in the potential to improve the street environment in Shifnal. As a result, investigation and design work was commissioned in relation to a potential enhancement scheme in the town centre.

## Looking forward

Shropshire Council's Transport Strategy for Shifnal is intended to link directly to local aspirations for the town.

Excerpt from the Vision for Shifnal contained in Shifnal's draft Neighbourhood Plan 2014-2026:

"...there have been great improvements in traffic management and pedestrian safety. The improvements to bus service infrastructure and the development of walkways and cycle paths into and around the town centre have encouraged people to leave their cars at home. This has reduced congestion and the pressure on the town's car parks, and so has improved the town centre as a place to stop and walk around, and its shops and businesses are thriving in both daytime and evening. This has led to increasing job opportunities for local people."

The draft Neighbourhood Plan 2014-2026 contains the following objectives for transport and movement:

- The road network should be improved to accommodate the extra local traffic generated by the new housing developments as well as through traffic.
- Adequate public car parking should be provided in the town centre.
- Encourage and support the provision of and improvements to pedestrian and cycle routes into and around the town to create a more sustainable and safer environment and healthier life style options.
- Improve the provision of bus and rail services and infrastructure in order to increase public transport movements.

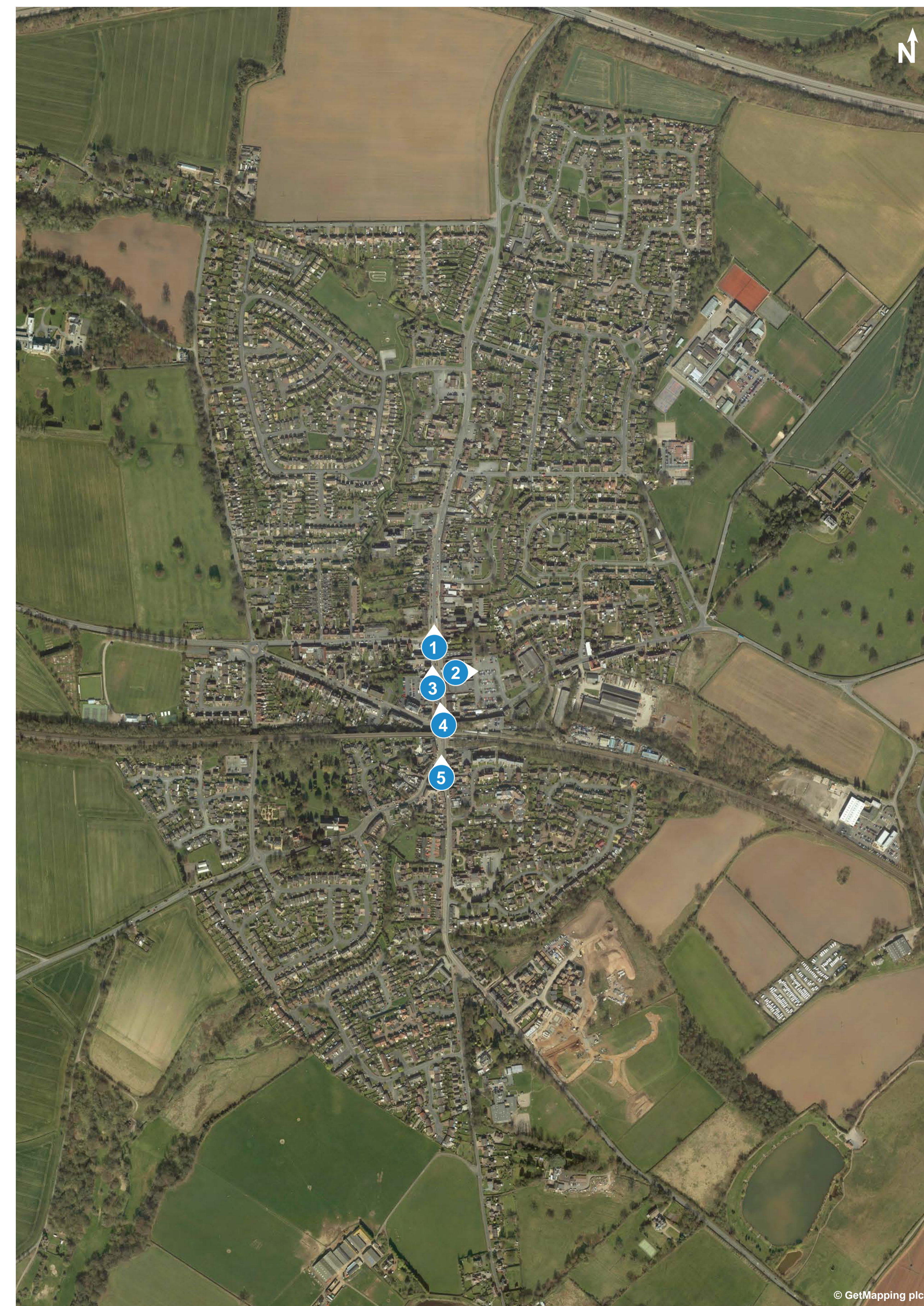
## Place Plan for Shifnal & surrounding area: 2015/2016

The following community priorities have been identified that relate to transport:

- Enhancing civic pride; improve the appearance of the town by street cleaning and making the town centre and approaches more attractive.
- Speed reduction (including speed bumps on key roads into Shifnal) and traffic management (particularly in the town centre).
- Public transport provision, particularly in rural areas.
- Parking provision - consider parking charges e.g. 4hrs+.
- Crossing and white zigzag by Barn Road and Curriers Lane.

The following infrastructure requirements have been identified:

- Junction capacity, sustainability and safety improvements, where necessary, to facilitate specific development sites.
- Local highway improvements, including speed and safety, public realm enhancements and sustainable travel.



Shifnal Aerial Photo

## 2. The Strategy / Purpose of Today

### What are we asking you about today?

Today we want to know what you think about our proposals for:

- Enhancing the street environment in the town centre
- Improved pedestrian routes in Shifnal

Ref	Location	Symbol	Intervention
1	Aston Street / Bradford Street / Market Place		Junction improvements / possible shared space to discourage through traffic and improve safety & accessibility.
2	Town centre enhancements		An improved design of the street and civic space that is more balanced for all users – possible simplified street layout. (refer to consultation boards 6, 7 & 8 for further details)
3	Parking provision within Shifnal		Review of on / off street parking throughout Shifnal town centre to rationalise provision and make best use of space available.
4	Pedestrian accessibility within Shifnal		Review of pedestrian facilities within Shifnal town centre to promote safe accessibility and sustainable travel choices. (refer to consultation board 4 for further details)
5	Public transport & passenger accessibility within Shifnal		A review of passenger transport within Shifnal town centre to promote sustainable travel.
6	Five Ways junction		Potential improvements, to be determined.
7	Victoria Road / Shrewsbury Road / Broadway		Potential to include improvements throughout these streets as additional phase to the town centre enhancement works.
8	School travel plan		Enhancements to Curriers Lane, Park Lane & potentially adjacent streets to promote sustainable transport choices and calm vehicle speeds.
9	Haughton Lane		Review of vehicle flow and potential traffic calming – to be determined in line with traffic calming measures along Haughton Road and Five Ways Junction.
10	Haughton Village (west of Haughton Lane)		Review of vehicle flow and potential traffic calming including possible restrictions to one-way eastbound, depending on future monitoring of vehicle movements.

## Shifnal Transport Strategy Interventions

### What else are we working on?

#### Innage Road

The consultation in 2014 revealed significant local concern about the presence of parking on Innage Road between the railway bridge and the Five Ways Island, particularly in relation to queuing traffic. In response we identified a review of parking on Innage Road as a separate scheme for further investigation as part of our 2016 programme of work.

#### Five Ways junction

In response to significant dissatisfaction with proposals to signalise the Five Ways junction in 2014, it has been agreed that traffic flows at the junction will continue to be reviewed as development progresses. No further design work is currently taking place.

#### School travel

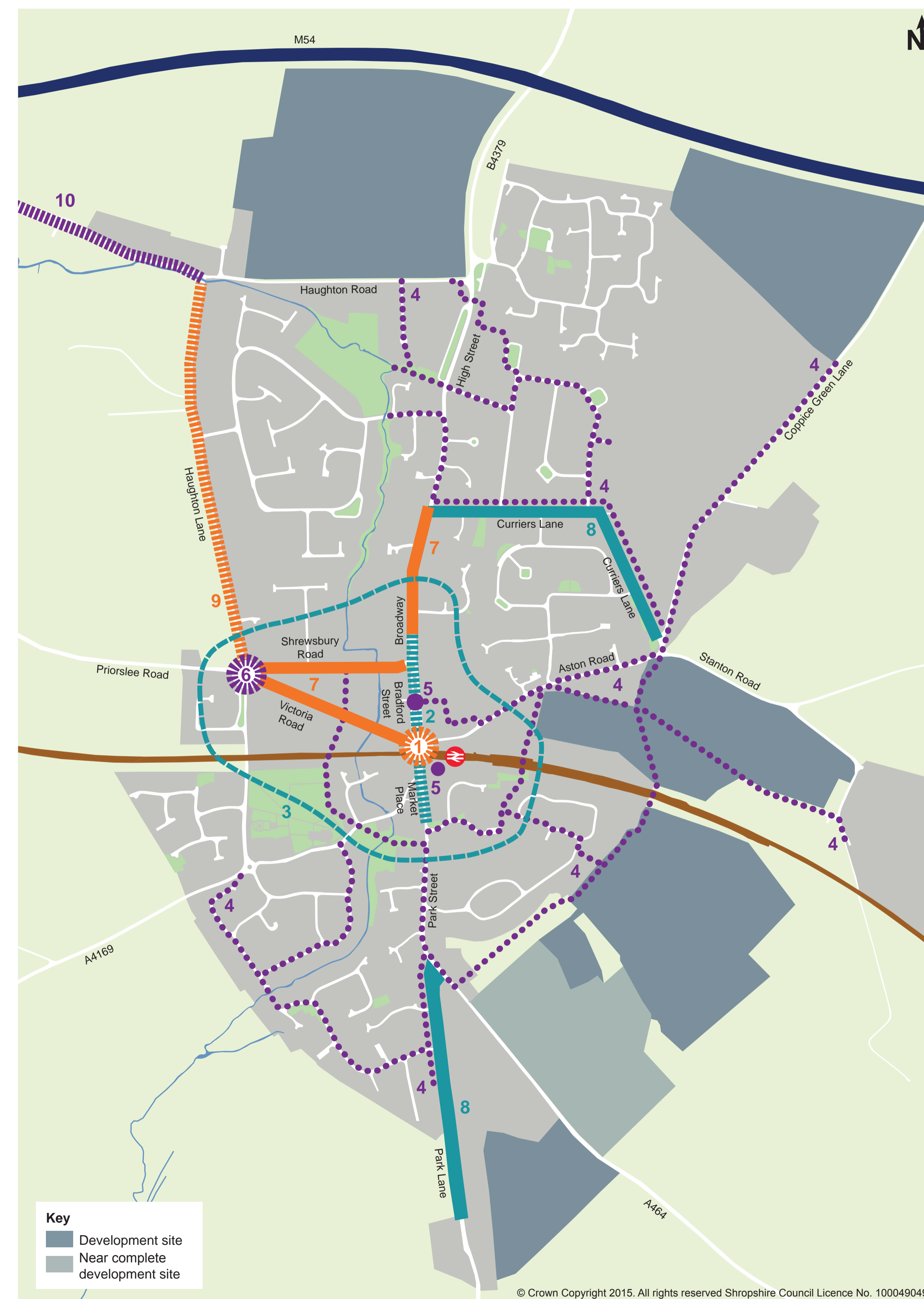
Shifnal Town Council has set up a School Travel Working Group which involves both primary schools, the secondary school and Shropshire Council. We have made a commitment to the following:

- Review potential improvements to Curriers Lane and Park Lane to improve safety for children walking to school.
- Improving pedestrian links to the schools to reduce the reliance on travel to school by car
- Offer primary schools designated pedestrian training for pupils.

#### Haughton Lane & Haughton Road

Construction work has now started at Haughton Road. As part of the planning permission the Developers, Bovis Homes and Taylor Wimpey will be introducing traffic calming at both junctions and a mini-roundabout at the junction of Haughton Road/Newport Road.

Shropshire Council has also been working with Taylor Wimpey and Bovis Homes to develop additional traffic calming measures along Haughton Road and Haughton Lane, to include Haughton Village. These proposals will be subject to a separate consultation and be introduced as the development progresses.



## Shifnal Transport Strategy Plan

# 3. What Do We Know Now?

## Understanding local concerns and aspirations

In April 2015 a Transport Working Group was set up to work alongside Shropshire Council to help shape highway proposals for Shifnal. The group has since met on a monthly basis and is made up of representatives from Shifnal Town Council and Shifnal Forward.

## Access needs

We have consulted with local groups that have specific access requirements.

Consultation has been undertaken with Shifnal 'Live at Home' and Guide Dogs for the Blind. As the works progress, Shropshire Council and the Design Team will continue to work with local group representatives to ensure the proposed design incorporates their comments.

## Development so far

Development	Delivery	Status
1 Aston Road	117 dwellings	Under construction 28% occupancy (Nov 2015)
2 Thomas Beddoes	178 dwellings	Near completion 95% occupancy
3 Haughton Road	400 dwellings	Under construction 0% occupancy
4 Coppice Green Lane	200 dwellings	Under construction 0% occupancy
5 Land east of Stone Drive	250 dwellings	Outline permission granted
6 Lawton Road / Stanton Road	100 dwellings	Outline permission granted
7 The Uplands	68 dwellings	Under construction 0% occupancy

## Traffic growth

Overall traffic movements recorded in Shifnal have increased by 15% from 52,526 in 2013 to 60,411 in 2015. This represents total increase of 7,885 vehicle movements during the 7am – 7pm period across the eleven routes counted in the traffic survey. 7,885 movements on 11 routes gives an average of 657 additional vehicle movements per street during the 12 hours. Therefore on an hourly basis, the average figure is one extra vehicle movement per minute per street.

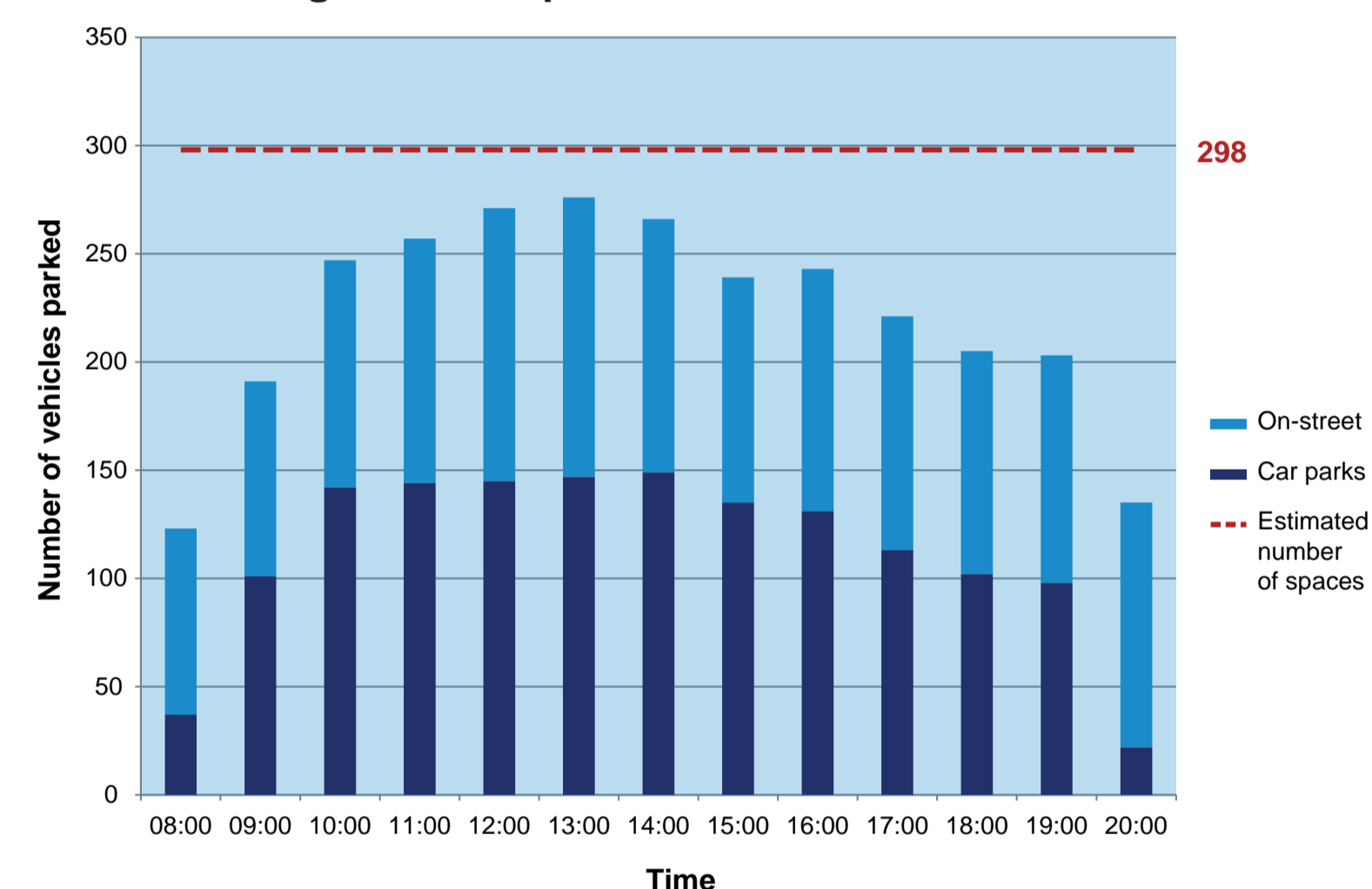
## Parking

We have carried out extensive parking surveys in Shifnal to understand existing on-street and off-street parking capacity and how long people park for. These surveys are also being used to test specific proposals such as on Bradford Street.

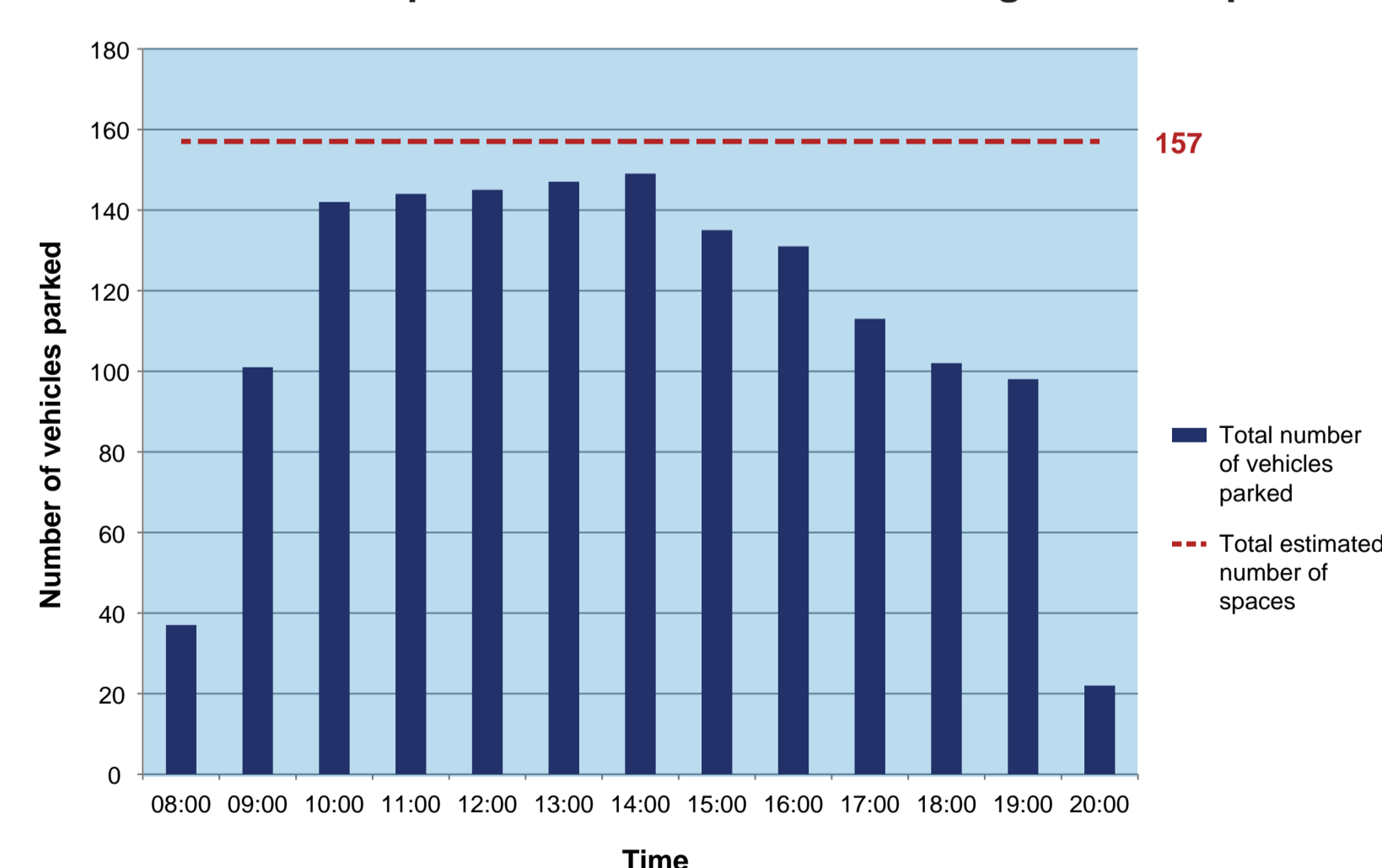
In general, the surveys suggest that there is currently parking capacity within the town centre.

- 1. The majority for vehicles surveyed, parked for up to one hour in the town centre car parks and on town centre streets:
  - 70% in Aston Street car park
  - 54% on town centre streets
- 2. 35% of vehicles surveyed on town centre streets stayed for between 1 and 5 hours.

Number of vehicles parked on town centre streets (Zone 1) and Aston Street and Kings Yard car parks

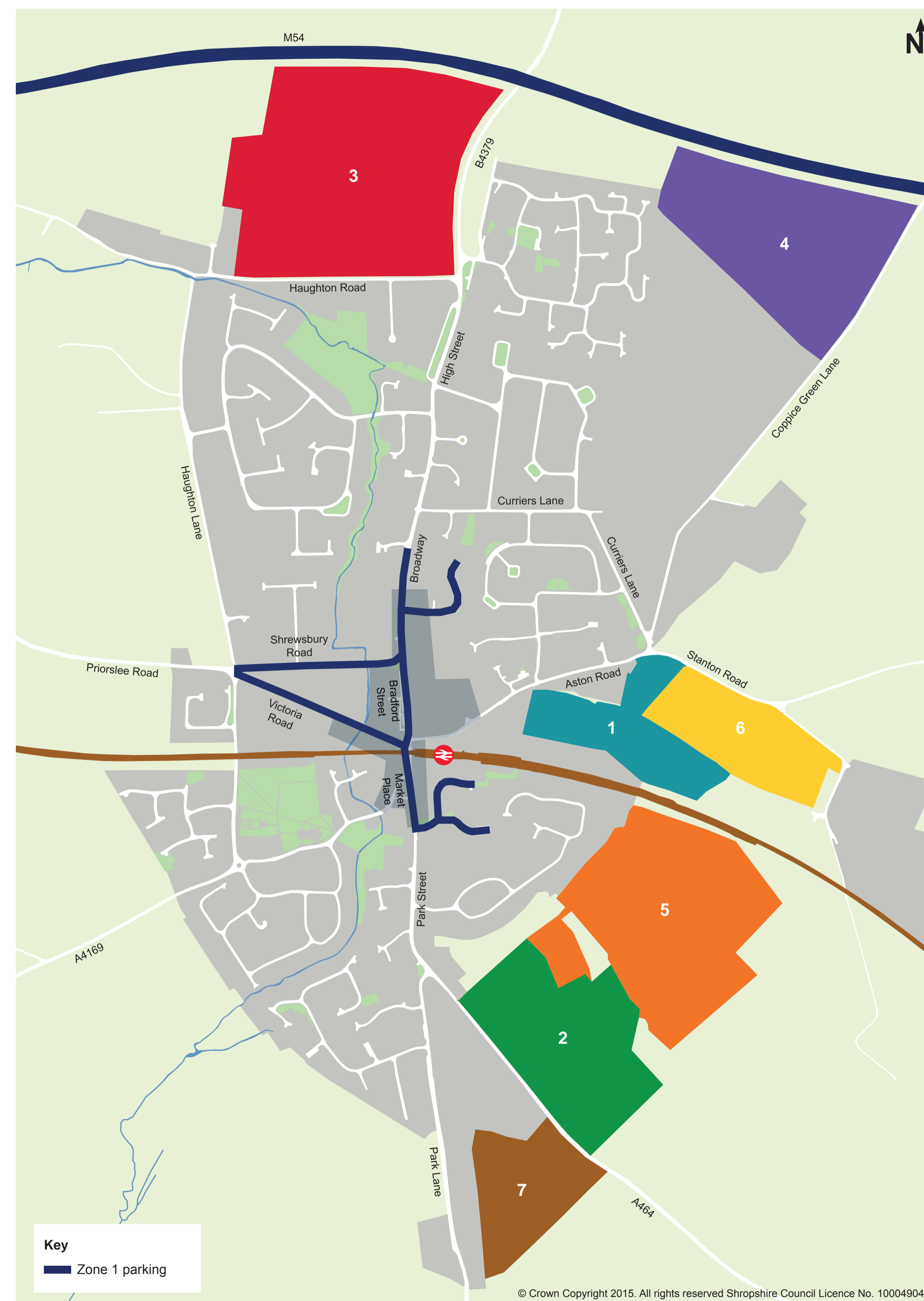


Number of vehicles parked in Aston Street and Kings Yard car parks



**Note:** Parking within town centre (Zone 1) streets are typically restricted by waiting or loading restrictions.

Shifnal Town Council is currently working with Shropshire Council to look at an improved layout for Aston Street car park that will increase the number of spaces.



## Development and Parking Plan

# 4. Pedestrian Links

Projected increases in traffic flows will also be addressed by encouraging the use of sustainable modes of transport through:

## Promoting and enhancing key pedestrian routes across Shifnal

This links to the vision contained in Shifnal draft Neighbourhood Plan which aspires for a town where the “development of walkways and cycle paths into and around the town centre have encouraged people to leave their cars at home”.

## Pedestrian Walking Audit

A number of strategic walking routes have been identified within Shifnal. An audit has been carried out for each of these routes and list of potential improvements has been developed. Key findings from the audit recorded the following positive features and potential improvements.

Route No.	Route Name	Audit Comments	Crossing Improvements	Car Parking Review	Footway & Accessibility Improvements	Integrate with development	Railway underpass improvements
R1	Coppice Green Lane to A464 Park Street	New development access provides attractive setting and good width of footway. Good connectivity for people in south-eastern Shifnal to access key facilities.					
R2	St Andrew's School to Medical Centre	Paths from Dyas Mews to Shrewsbury Road go through pleasant open spaces. Route connects key trip generators to residential areas.					
R3	Park Street via the Grove to Silvermere Park and Couriers Lane	Connectivity to schools, other routes, as well as the town centre and the station.					
R4	Town centre to Lamledge Lane	Route provides a more direct route than any road.					
R5	Primary School to Haughton Road	Opportunity for improvements to crossing Newport Road and around the entrance to Idsall School on Barn Road.					
WB1	Walking Bus 1: Primary School to Co-op car park	Suitable route, with good pavement widths and crossings.					
WB2	Walking Bus 2: St Andrew's to A4169	Mostly on a suitable route through established suburban housing.					



Strategic Pedestrian Links



# 5. Linear Park

Shifnal has several recreational areas and green spaces which would be connected through the creation a linear park The spaces would function as individual amenities, and also link to form part of the wider green network.

## The Vision

- To link the green spaces in Shifnal to enhance the recreational and ecological network, improving the health, wellbeing and cultural experience of the community of Shifnal and its visitors.
- To address and educate people on the history and heritage of this Shropshire market town.
- To collaborate and interact with the community of Shifnal with particular emphasis on benefiting the young, elderly and disabled in this improvement.
- To provide a way to connect all the new housing developments within the town and mitigate the severance created by the viaduct.
- To enhance the visitor experience by providing a clear identity to the town, additional activities, enhanced shopping environment, opportunities for physical activity.

In various locations along the linear park, informative boards will depict elements of Shifnal's history, local points of interest, and infographics relating to the amount of energy one has used to reach this location. Exercise equipment will be located along the park to encourage fitness as part of a healthy lifestyle, and a new way to socialise for all ages. Artwork and eye-catching facts about the walking routes and distances walked will create greater awareness and encourage their use. Each area of the park would thus be a combination of recreation and education; including seating, planting, shade, fitness, art and history.

## Anticipated Outcomes

- A coherent public space that links disparate parts into a whole.
- Encourages fitness and wellbeing by facilitating outdoor exercise.
- More attractive public open spaces.
- Enhancing the shopping experience to increase footfall.
- Benefits to local businesses and economy.
- Increased walking and cycling to and from the three schools in the area.
- Increase in visitor numbers and length of stay.
- Create awareness of existing and lost historic features or buildings.
- Increase in awareness of cultural traditions.
- Promote community cohesion and sense of ownership.
- Enhanced local information and thought provoking education.
- Improved and additional attractions.

## Next Steps

The Town Centre Linear Park has been integrated into the Town Centre Enhancement scheme. Its delivery will be associated to securing funding for the Town Centre Enhancement scheme. The remainder of the Linear Park proposals are currently un-funded and will be taken progressed by Shifnal Forward, Shifnal Town Council and Shropshire Council.

**A: Millennium sensory gardens**



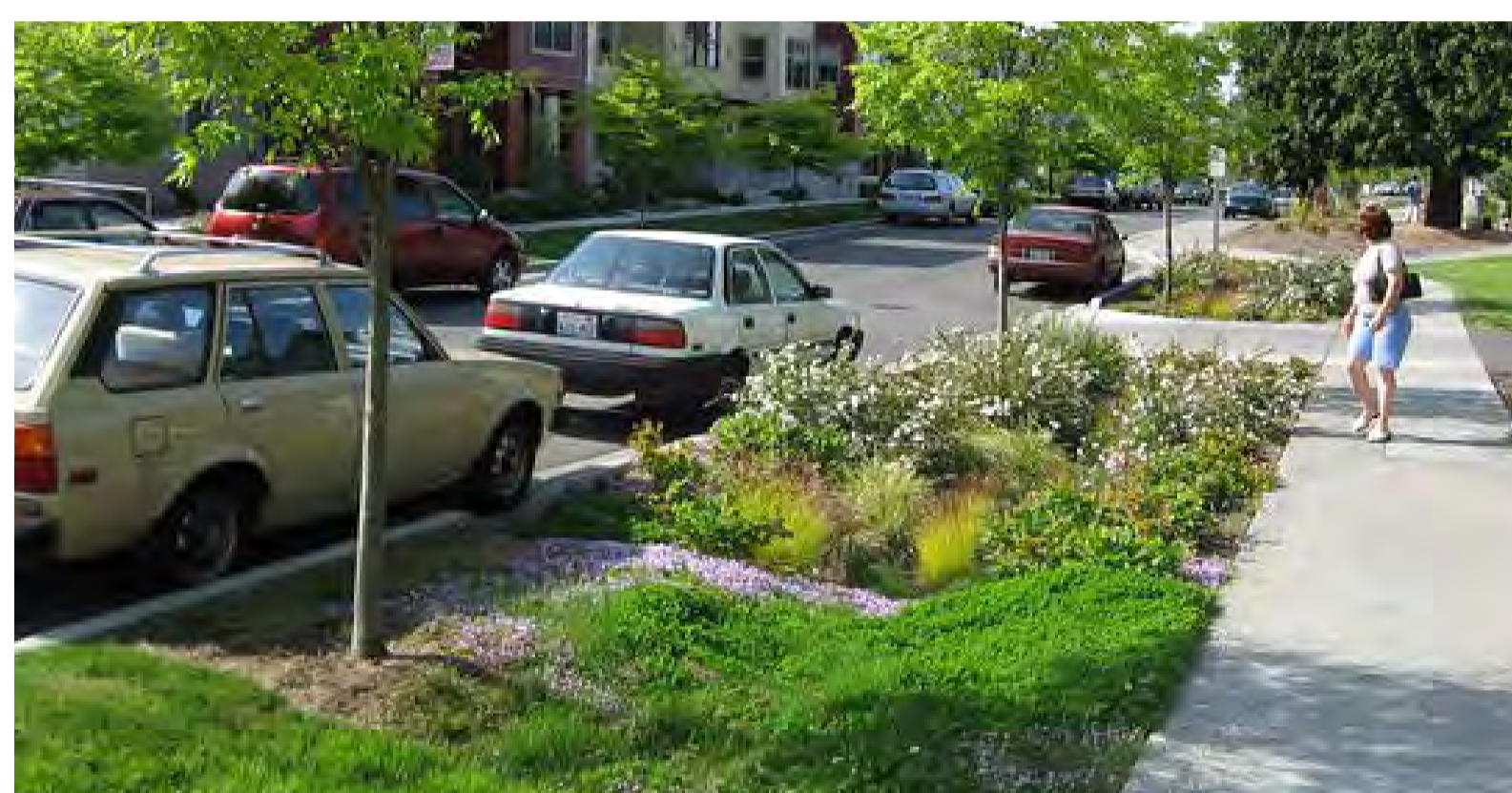
**B: Wheatfield Drive Recreation Grounds**



**Green network:** Enhance links between town centre, gardens, and parks



**Linear Park: 'Town Centre'** Reflect local heritage and increase linkages



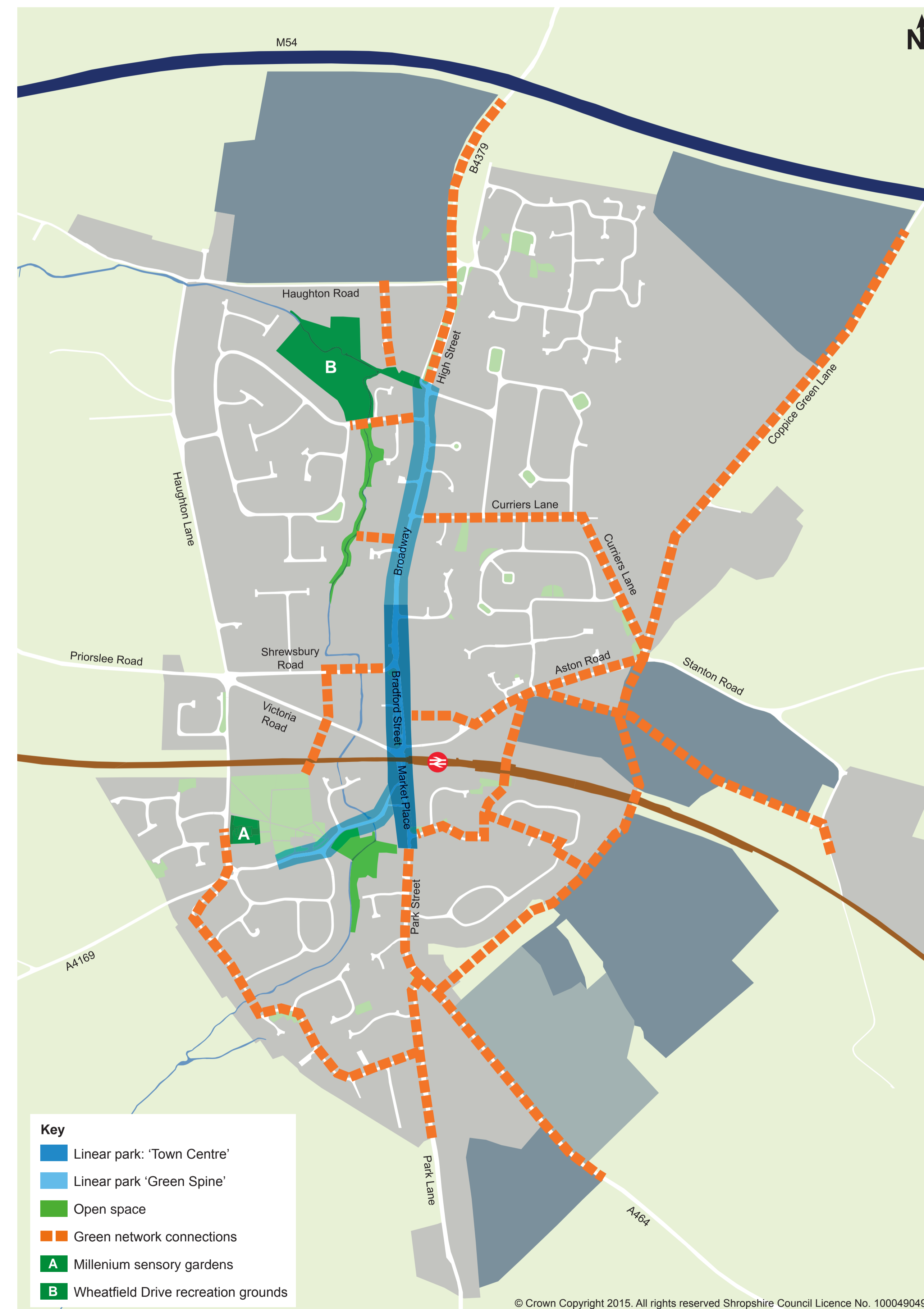
**Linear Park: 'Green Spine'** Encourage walking, cycling and wellbeing



**Green network connections:** Promote community engagement



**Open space:** Promote fitness, recreation and outdoor exercise

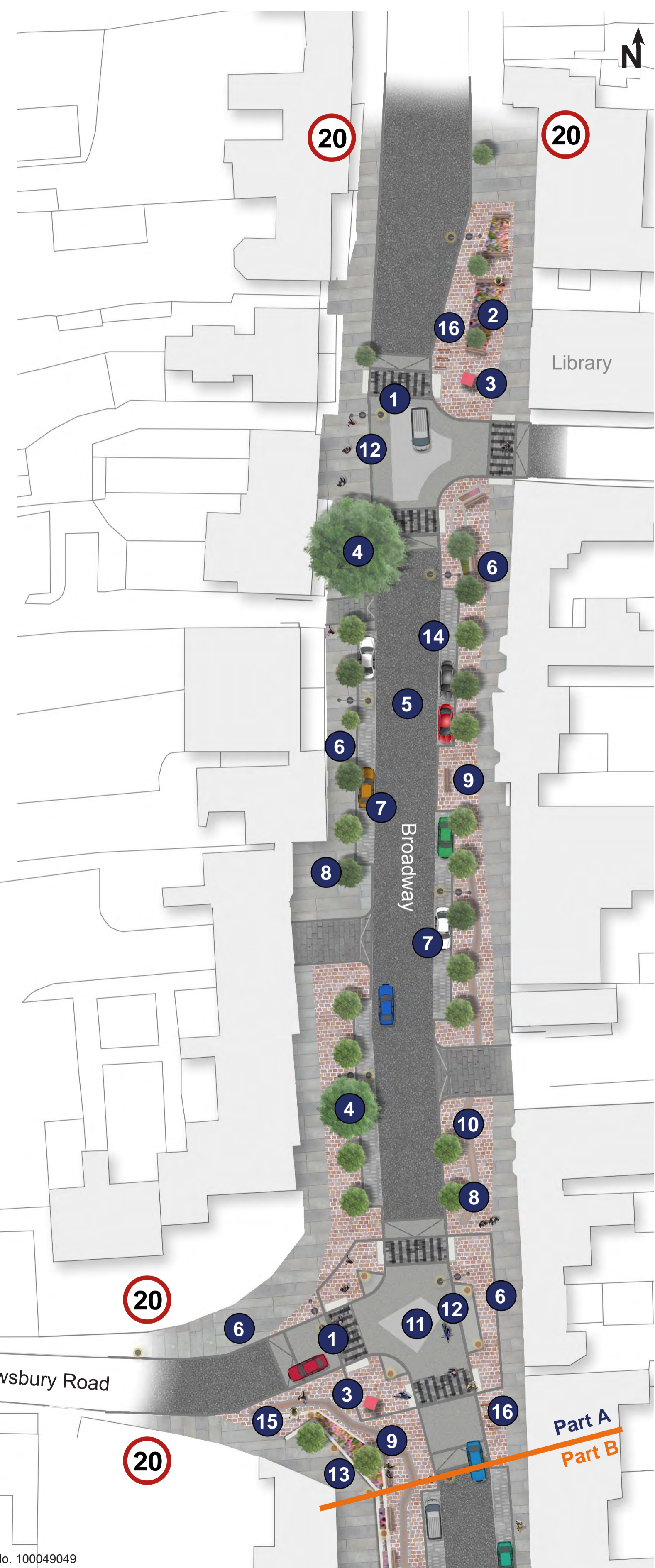


## Shifnal Linear Park

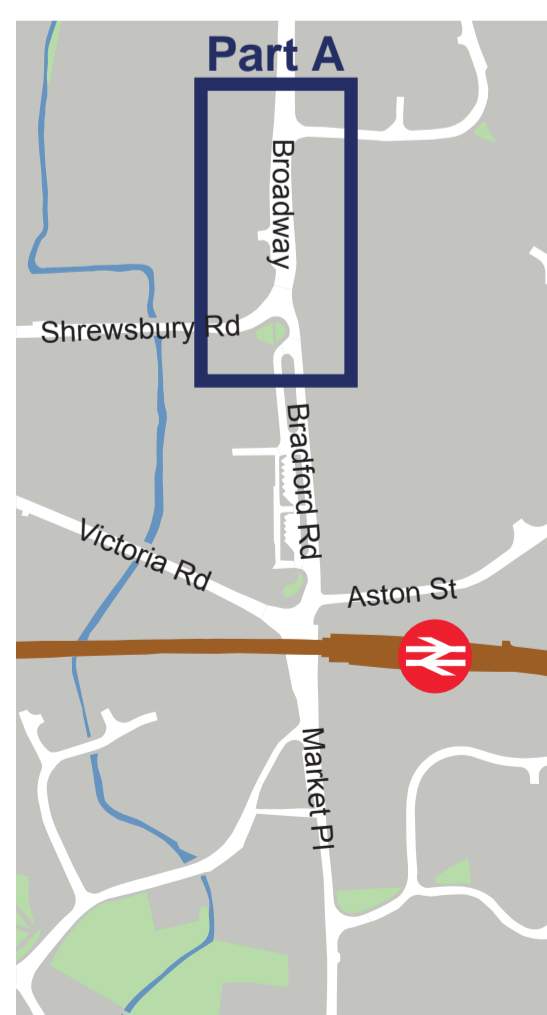
# 6. Town Centre Enhancement - Part A

## Legend

- 1 Informal crossing point
- 2 Library public space
- 3 Public art feature
- 4 Existing trees retained where possible
- 5 Carriageway narrowing
- 6 Footway widening and resurfacing
- 7 Inset parking bays
- 8 New street trees in movable planters
- 9 Linear park (see board 5)
- 10 Historic trail surface feature
- 11 New junction layout (no priority)
- 12 60mm kerb height maintained
- 13 Feature lighting
- 14 Disabled parking bays
- 15 Steps and ramps integrated into street layout
- 16 Cycle Parking



## Location



## Aims

The purpose of the enhancements works is to provide improvements to Shifnal's town centre based on the following aims:

- Create an enhanced sense of place
- Promote civic pride
- Reflect the towns heritage
- Promote more sustainable types of movement (public transport, walking & cycling)
- Accommodate the forecast growth in traffic associated with new developments
- Enhance wayfinding throughout the town
- Improve pedestrian safety
- Create an inclusive town centre that is accessible to all users
- Strengthen local green network connections
- Reduced through traffic within Shifnal

## Design Ethos

The design has been developed with a focus on creating a pedestrian-friendly environment in Shifnal that builds on its character and history, encourages sustainable movement and supports local vitality. Key aspects of the design include the following;

- New flexible public spaces to promote social activities and reclaim the streets of Shifnal for its residents, visitors and businesses.
- Slow speed environment with traffic calming features to improve safety for all users and encourage reduced vehicle speeds.
- Frequent crossing points, new bus stops and reconfiguration of parking spaces to improve accessibility for all to the town centre.
- Use of high quality materials such as natural stone to complement the local built environment and emphasise key areas such as footways and public spaces.

## Parking & Crossing Provision

Type	Existing	Proposed
Short stay parking	38	min 35
Disabled	0	6
Station kiss and ride	0	2

**Parking Total**    **38**    **43**

Loading (restricted hours)	0	3
Bus stop (on Bradford Street)	0	2
Formal crossing points	2	6
Informal crossing points	8	14



Existing



Proposed: View from Bradford Street looking north towards the junction with Shrewsbury Road and Broadway

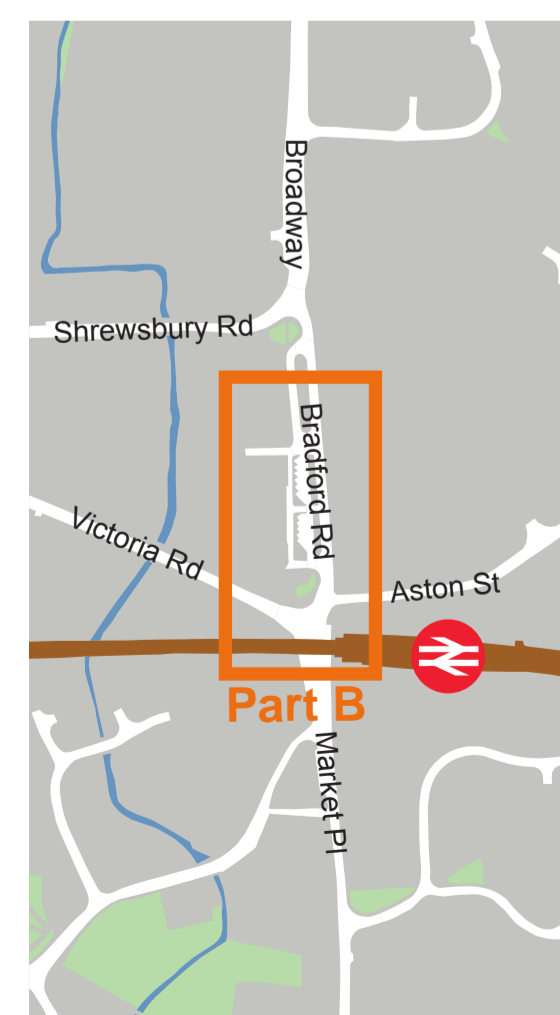
# 7. Town Centre Enhancement - Part B

## Legend

- 1 Steps and ramps integrated into street layout
- 2 Disabled parking bays
- 3 Inset parking bays
- 4 Carriageway narrowing
- 5 Footway widening and resurfacing
- 6 New street trees in movable planters
- 7 New bus stop with shelter
- 8 Linear park (see board 5)
- 9 New street trees in paved area
- 10 Informal crossing point
- 11 Zebra crossing point
- 12 Existing trees retained where possible
- 13 New junction layout (no priority)
- 14 60mm kerb height maintained
- 15 Relocated clocktower
- 16 Feature lighting
- 17 Historic trail surface feature
- 18 Cycle Parking



## Location



Precedent Images



Existing



Indicative Street Section A1-A2

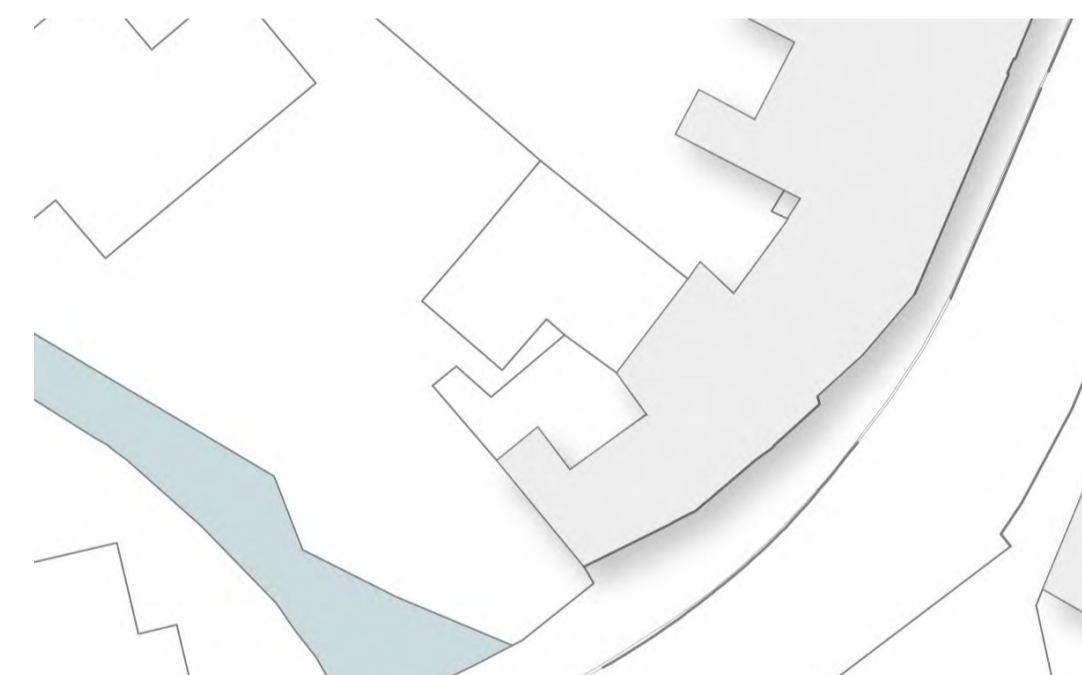
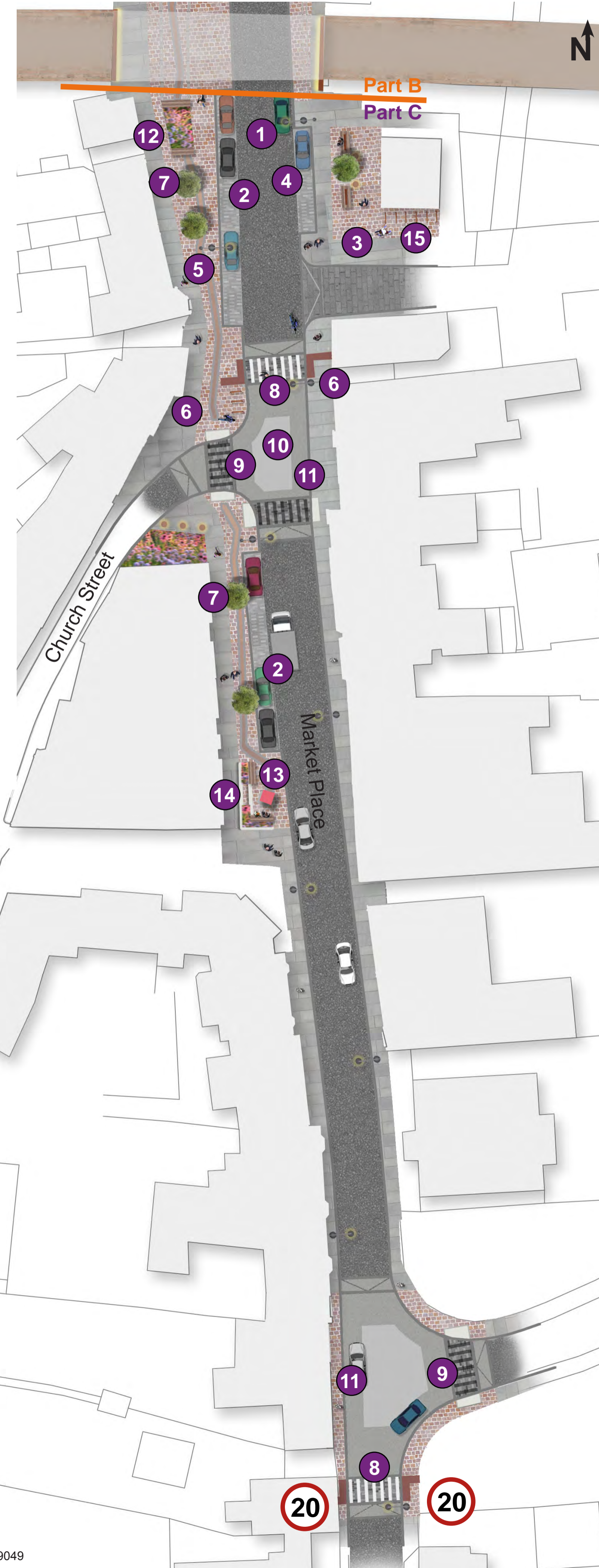


Proposed: View from Cheapside looking south along the new linear park and public space

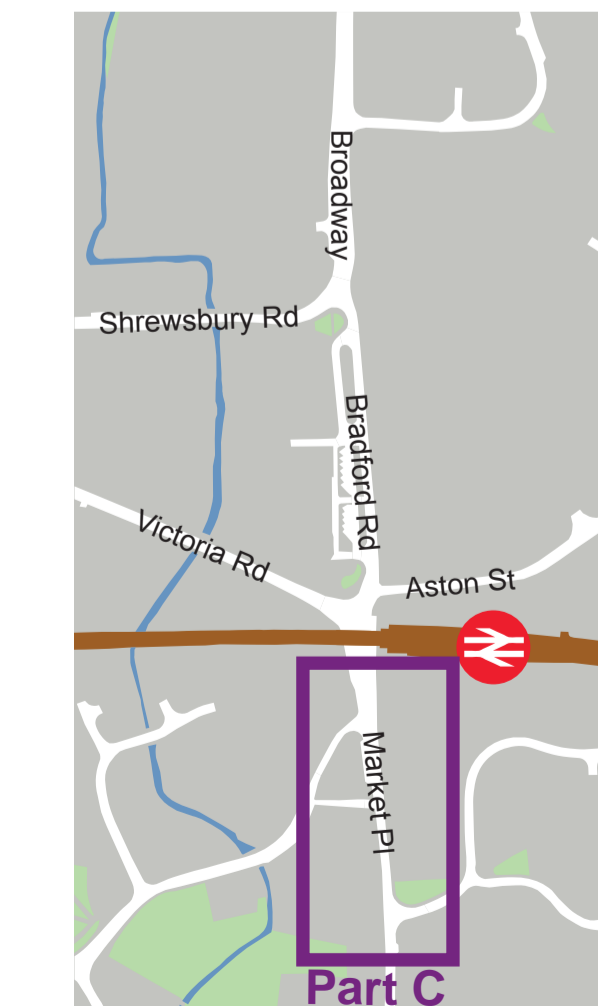
# 8. Town Centre Enhancement - Part C

## Legend

- 1 Carriageway narrowing
- 2 Inset parking bays
- 3 Station arrival space
- 4 Station kiss & ride bays
- 5 Linear park (see board 5)
- 6 Footway widening and resurfacing
- 7 New street trees in paved area
- 8 Zebra crossing point
- 9 Informal crossing point
- 10 Traffic calming feature
- 11 60mm kerb height maintained
- 12 Feature lighting
- 13 Public art feature
- 14 Steps and ramp integrated into street layout
- 15 Cycle Parking



## Location



Precedent Images



Existing



Indicative Street Section B1-B2



Proposed: View looking northward from the Victoria Road Bradford Street / Aston Street / Market Place junction



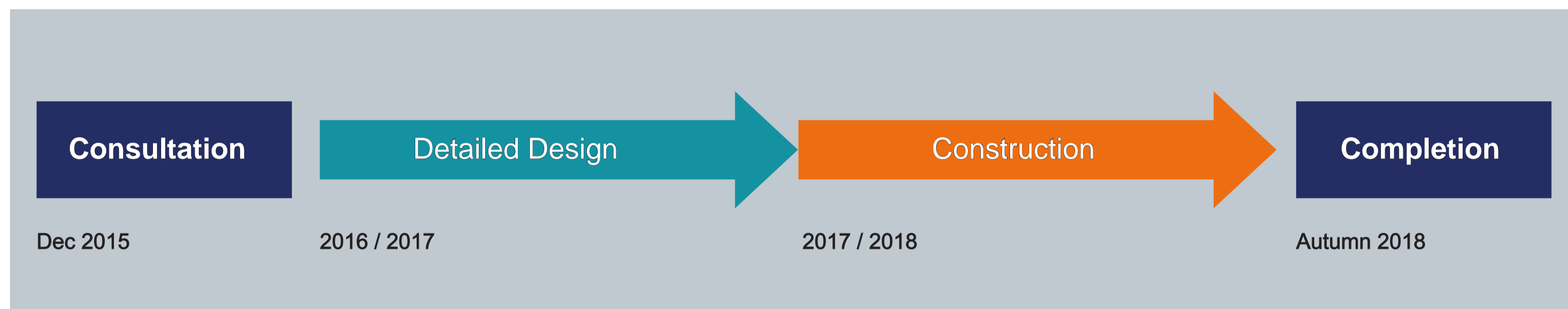
# 9. Programme

## Funding Status

The majority of proposed Transport Strategy works will be funded through Section 106 Developer Contributions.

Funding for the proposed Town Centre enhancement scheme along Market Place, Bradford Street and Broadway will only be secured if the majority of the community support the proposals under consideration.

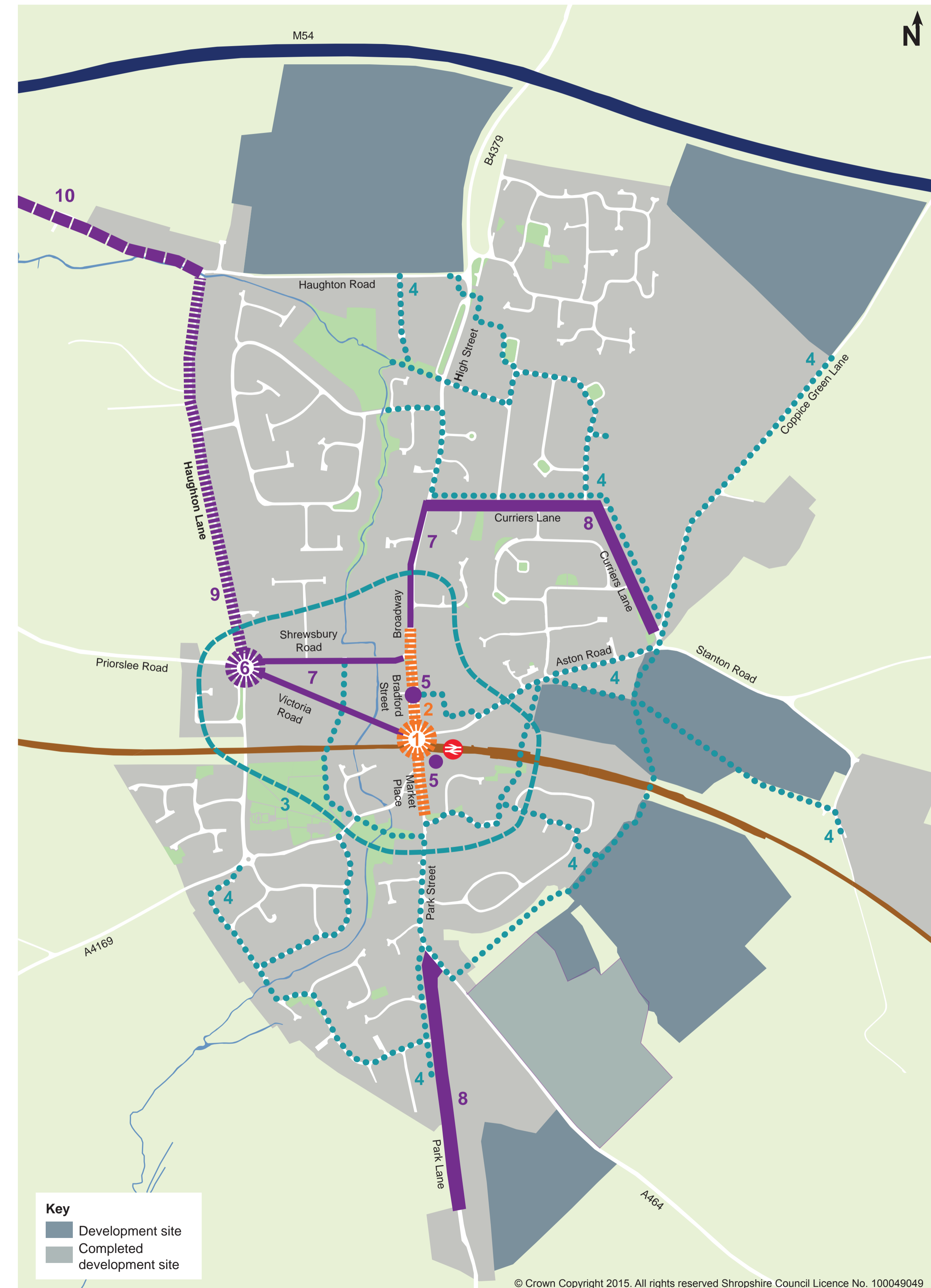
If the principles of the proposals are supported by the wider Shifnal Community then funding will need to be secured through various funding streams. The decision to proceed with the works will be determined by Shropshire Council.



## Timeline for Town Centre Enhancement Scheme

Ref	Location	Symbol	Funding Source	Timescale
1	Aston Street / Bradford Street / Market Place		S106 developer contributions	2017 / 2018
2	Town centre enhancements		To be determined by Shropshire Council	2017/2018
3	Parking provision within Shifnal		S106 developer contributions	Design 2016 / 2017
4	Pedestrian accessibility within Shifnal		S106 developer contributions	Design 2016 / 2017
5	Public transport & passenger accessibility with Shifnal		S106 developer contributions	Implementation subject to occupation of Developments
6	Five Ways junction		S106 developer contributions	Implementation subject to occupation of Developments
7	Victoria Road / Shrewsbury Road / Broadway / High Street		Undefined	Subject to Market Place, Bradford Street, Broadway enhancement scheme.
8	School travel plan		S106 developer contributions	Monitoring ongoing subject to occupation of Development.
9	Haughton Lane		S106 developer contributions	Monitoring ongoing subject to occupation of Development.
10	Haughton Road (west of Haughton Lane)		S106 developer contributions	Monitoring ongoing subject to occupation of Development.

## Shifnal Transport Strategy Delivery Plan



## Phasing Plan

# 10. Getting Involved

## Giving feedback

Please complete the questionnaire provided to give us your feedback.

An electronic copy of the questionnaire together with all the information on display today will be available on Shropshire Council's website from 13th December.

Please leave your completed questionnaire at the exhibition or return or submit online to Shropshire Council before Wednesday 23rd December 2015.

## How can you get involved?

Speak to your Shropshire Council local members

## Your Shropshire Councillors



**Councillor Stuart West**

Shropshire Council: Shifnal South and Cosford

Vice-Chairman of South Planning Committee

Telephone:  
01952 461153

Email:  
stuart.west@shropshire.gov.uk



**Councillor Kevin Turley**

Shifnal Town Council Insall Ward & Shropshire Council

Standards Committee  
Street Lights  
Shifnal Road Safety

Telephone:  
01952 462071 or 07989 205737

Email:  
kevin.turley@shropshire.gov.uk

## Shifnal Town Council

Shifnal Town Council meet every third Thursday of the month, for their Council Meetings at the Old Fire Station. The public have an opportunity to ask questions to the Town Council and the 2 Shropshire Councillors, Stuart West and Kevin Turley on any matter that is on the Agenda. One of the Standing Item on the Agenda is Shropshire Councillors' Question where Shropshire Councillors answer question from the Town Councillors on any issue related to Shifnal.

The residents are able to request items to be included on the Agenda, this can be done either by contacting the Council Office on 01952 462014 or [info@shifnaltowncouncil.gov.uk](mailto:info@shifnaltowncouncil.gov.uk)

The residents are encouraged to engage with the Council by visiting the Council Office at 43 Broadway, Shifnal, TF11 8BB.

## Shifnal Forward

Shifnal Forward is a partnership between Shropshire Council, Shifnal Town Council and the wider Shifnal community which has come together to assist in the delivery of Shifnal's local priorities and maximise, through on going consultation with the wider community, the potential benefits from development contributions.

The purpose of the Transport Action Group is to identify issues in the area of their remit. Having identified specific issues, the group researches solutions, actively engages different interest groups and the community in the discussions and proposes recommendations to the Steering Group.

All meetings take place in Trinity Methodist Church and are open to everyone. Contact [shifnalforward@gmail.com](mailto:shifnalforward@gmail.com) or telephone 07941 453057. Alternatively look for Shifnal Forward on Facebook.

